



جامعة العين
AL AIN UNIVERSITY

College of Business

BBA in Management

TEXTBOOKS

COURSE ID	COURSE NAME	TEXTBOOK TITLE	AUTHOR/S	PUBLISHER
0501100	Introduction to Time Management	Real-World Time Management	Alexander, Roy; Dobson, Michael S.	American Management Association
0501150	Leadership and Teamwork	The Art and Science of Leadership	Afasaneh Nahavandi	Pearson
0501170	Fundamentals of Innovation and Entrepreneurship	Entrepreneurship: Successfully Launching New Ventures	Barringer, B.R., & Ireland, R. D.	Pearson
0501200	Principles of Management	Fundamentals of Management	S.P. Robbins, M. Coulter, D.A. Decenzo.	Pearson
0501210	International Business Management	International Business: The Challenges of Globalization	John J. Wild, Kenneth L. Wild	Pearson
0501250	Business Leadership	The Leadership Experience	Richard L. Daft	Cengage
0501306	Quantitative Business Analysis	Quantitative Analysis for Management	Render, B., Stair Jr, R., Hanna, M., Hale, T.	Pearson
0501320	Small Business Management	Essentials of Entrepreneurship and Small Business Management	Norman Scarborough, Jeffrey Cornwall	Pearson
0501330	Organizational Behavior	Essentials of Organizational Behavior	Stephen P. Robbins, Timothy A. Judge	Pearson
0501350	Leadership for Managers	Leadership: Theory and Practice	Peter G. Northouse	Sage
0501360	Managing Performance	Performance Management	Herman Aguinis	Sage
0501361	Change Management	Managing Change	Bernard Burnes	Pearson
0501362	Healthcare Management	Introduction to Health Care Management	Buchbinder, S.B., Shanks, N.H.	Jones & Bartlett

0501410	Business Law and Ethics	Law and Ethics in the Business Environment	Terry Halbert, Elaine Ingulli	Cengage
0501430	Organization and Job Design	Organization Theory & Design: An International Perspective (4th Edition)	Richard L Daft, Jonathan Murphy, Hugg Willmott	Cengage
0501431	Organizational Communication	Fundamentals of Organizational Communication	Michael Kramer and Ryan Bisel	Oxford University Press
0501432	Negotiation	Negotiation	Lewicki, R., Barry, B., Saunders, D.	McGraw-Hill
0501433	Corporate Social Responsibility	Strategic Corporate Social Responsibility	David Chandler	Sage
0501440	Strategic Management	Strategic Management: A Competitive Advantage Approach, Concepts and Cases.	Fred R David, Forest R David	Pearson
0501470	Innovation Management and Creativity	Innovation Management	Jan van den Ende	Red Globe Press
0501480	Quality Management	Managing Quality: Integrating the Supply Chain	S. Thomas Foster, John W. Gardner	Wiley
		Quality Management for Organizational Excellence: Introduction to Total Quality	David L. Goetsch Stanley Davis	Pearson
0501481	Production and Operations Management	Operations Management: Processes and Supply Chains	L. J. Krajewski, M. K. Malhotra, L. P. Ritzman	Pearson
0501482	Supply Chain Management	Supply Chain Management: Strategy, Planning, and Operation	Sunil Chopra	Pearson
0501491	Contemporary Management Practice	Contemporary Management	Gareth Jones, Jennifer George	McGraw-Hill